

# THE EVENT YOU'VE BEEN LOOKING FOR

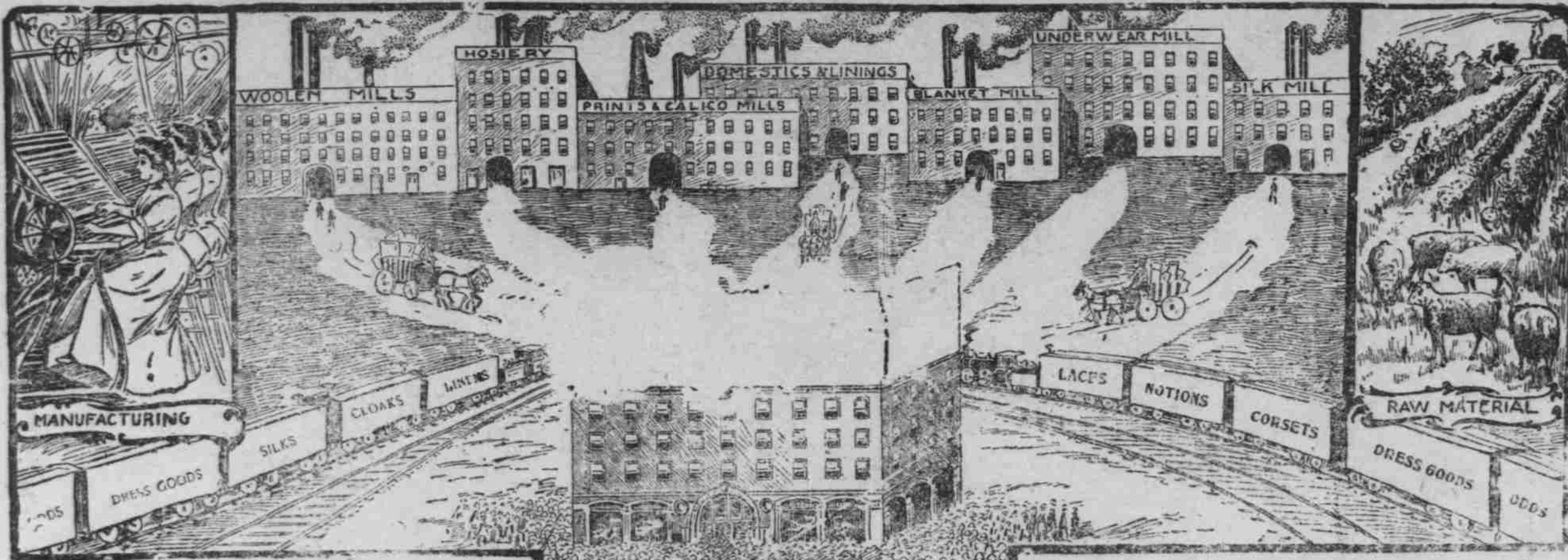
## Elder's Green Tag

# SALE!

### The Reason of This Big Sale

Never before in the history of our store, have we been so well prepared to furnish the needs of the people of Richmond and Madison county as we are now. Our buyers bought more extensively than ever before for our fall and winter business, and while our business has been good, it has felt short by far of our expectations, due to the fact of the inclemency of the weather unsettled business conditions. We bit off more than we could chew. We must unload, therefore this Great Bargain Event. It will pay you to come miles to attend this sale. We will be well prepared to give you every attention. So be on hand the opening day as early as possible and take advantage of the ripest plums

Cash to One and All



Don't Forget the Date  
**SATURDAY**  
January 13 to 27

### Dress Goods

This is going to be the biggest opportunity of a life time. In many cases prices have been reduced to the point where you will be able to get linings, trimmings and pay for the making for what the dress goods alone would actually cost you. Come early as you know the early bird gets the bargains

### Ginghams

5.00 yards nice ginghams, 2 1/2 to 3 yard lengths, usually sells for 7 1/4 and 10c per yard. Help yourself at

**5c yard**

### Big Reductions

In Every Department. This sale lasts two weeks and introduces all the newest and best lines at a big saving in cash. Look for the Green Price Tags

The real loud noise all big sales. The sale that draws the people for miles around. This year its greater and grander than ever before

## LOOK ——— READ ——— STUDY EVERY ITEM

**YOU** all know what it means when we announce one of our Bargain Events. We have told many of these sales in the past and never in and instance have we disappointed the public. Every promise has been carried out to the letter, and in most instances we have done more. For this reason we are sure the simple announcement of the dates of sale will fill our store to overflowing with eager bargain hunters. However we wish to say that in our efforts to secure merchandise for this sale we have succeeded in securing a greater range of styles and patterns than ever before, and that our prices will be found a little lower than in our previous sales. That's why we feel safe in telling you to come expecting bigger and better values for your money than you ever received before. We never have disappointed our friends, we are not going to begin now

### Tailored Dress Skirts

In the new weaves and nicely tailored, excellent quality and great bargains. Black, blue, brown and some colors. \$5 Panama Skirts during this sale at

**\$2.98**

7.00, 8.00 and 10.00 Voile Skirts during this sale **\$5.98**

### FURS

Best possible prices. We are making a deep cut in price on every Fur we carry

\$1.25 Furs now ..... \$.79  
1.50 Furs now ..... .98  
2.00 Furs now ..... 1.24  
3.00 Furs now ..... 1.98  
5.00 Furs now ..... 2.98  
6.00 Furs now ..... 3.98

No Rebate Stamps Given During Sale

### Our Shoe Department

Is full of the newest and best Winter styles for men women and children. It will be cheaper to buy new shoes than to have the old ones repaired

For Women and Children

**98c up**

For Men

**\$1.24 up**



### Ladies', Misses' and Children's Coats

This will be the greatest sale in the history of Richmond and will prove conclusively our underselling powers. Cloaks for ladies', misses and children, the most attractive styles ever shown in Richmond, nothing but the finest materials in all the popular fabrics—every garment superior in the minutest detail. Look around first and then compare our prices with those of others. You will appreciate the values all the more. To unload this stock of coats we have cut the price to make them go

30.00 and 18.00 Ladies' Coats reduced to ..... 9.98  
15.00 and 12.50 Ladies' Coats reduced to ..... 7.48  
10.00 and 7.50 Ladies' Coats reduced to ..... 4.98

### Petticoats

Ladies' Black Sateen Petticoats, made with deep flounce and ruffles, with hemstitching on flounce, bought especially for this sale, regular 1.25 values. **74c**

Ladies' fine Mercerized Sateen Petticoats, deep flounce and ruffles, would be cheap at 1.50 **98c**

Ladies' black fine Mercerized Sateen Petticoats our regular 2.00 values **\$1.24**

5.00 Black Silk Petticoats for 3.24

### Blankets and Comforts Almost at Your Own Price

### Underwear

Men's heavy fleeced Shirts and Drawers, 50c value. .... 39c  
Ladies' heavy fleeced Vests and Pants, now ..... 45c  
Ladies' Red Flannel Vests and Pants 1.50 values ..... 98c  
Men's Gray Wool Shirts and Drawers, 1.50 values ..... 98c  
Men's Red Flannel Shirts and Drawers, 1.50 values ..... 98c

Art Linens, Dress Accessories, Etc.

One lot of Ladies' Belts, worth 25c, sale price ..... 10c

### White Goods

We are offering you white goods in 2 and 3 yard lengths at less than one half the former price. Just the thing for ladies waists and childrens dresses. India Linen that usually sells at 12 1/2c, during this sale at **7 1/2c**

**Store closed Friday, January 12th, to mark down prices**

We have one lot good all wool Suits, all in small sizes and a little out of date. A suit out of this lot if you can find your size will be as cheap as overalls

### Boys' Clothing

We have given you bargains before, but never anything like these. These suits are made to give the best wear of selected materials

Boys' 10.00 Suits now ..... 6.48  
Boys' 8.00 Suits now ..... 5.98  
Boys' 5.00 Suits now ..... 3.48  
Boys' 3.50 Suits now ..... 2.48  
Boys' 2.50 Suits now ..... 1.98

We have a lot of Boys' straight Pants, all sizes, worth from 50c to 1.50. Your choice of this lot for **25c**

### Men's Fine Pants

At Green Tag Prices. Not a man but what will want one or more pair at these prices

Trousers worth 5.00 for ..... 3.48  
Trousers worth 4.00 for ..... 2.98  
Trousers worth 2.50 for ..... 1.48  
Trousers worth 2.00 for ..... 1.24

### Men's Furnishings

In this department we offer some unmatched values. We know men's needs, also how to buy furnishings and offer the result of both, and this announcement of price reductions will be instantly accepted as facts for it is a well known truth that we keep all our promises

Hats worth 1.25 to 1.50 now ..... 98c  
Odd size Hats worth from 50 to 75c. 25c

Shirts, Neckwear, Etc., All Reduced



### CLOTHING SALE

In January we receive our Spring and Summer Clothing. We need all the space for this that we have in our Clothing Department, but at present this is chuck full of the newest and most up to date styles. We bought them; we haven't sold them—we need the space—we have to have the money. We challenge any competition in Kentucky on values. We show everything new

### Men's Fine All Season Suits

18.00 and 20.00 Suits and Overcoats reduced to ..... 13.48  
15.00 Suits and Overcoats reduced to ..... 9.98  
10.00 Suits and Overcoats reduced to ..... 6.98  
7.50 Suits and Overcoats reduced to ..... 4.98

**Wunderhose** Fully guaranteed; 4 pairs in a box. Per box **\$1.00**

### Great Mill and Factory End Sale Staple and Domestic Cottons

All previous records for underselling has been outdone on this occasion—never in the history of modern retailing has there been an event so laden with vital economies. It will go down in history as the most sensational sale of staple merchandise ever launched in Richmond

Outing Flannels	Amoskeag Ticking	Hope Bleached Muslin	Pepperrell Bleached Sheet
Real Amoskeag, all solid colors and white, worth 15c a yard in a regular way, Mill and Factory Ends up to 10 yards Sale price <b>7 1/2c</b>	Finest quality feather ticking, A.C.A. brand, absolutely guaranteed, all the staple blue stripes, sold the world over at 20c yard, Mill Ends from 3 to 9 yards Sale price <b>12c</b>	Thousands of yards of this famous Bleached Muslin in Mill Ends, from 3 to 10 yard lengths Sale price per yard <b>7c</b>	You all know the grade, Mill Ends from 2 1/2 to 7 1/2 yard lengths. During this sale at <b>18 1/2c</b>

CASH TO ONE AND ALL

Prepare for Spring by Buying Lace Curtains, Draperies, Carpets, Mattings, Rugs and Oil Cloth Now

EVERYTHING REDUCED

### NOTIONS

Safety Pins, all sizes, 2 cards ..... 5c  
Allen's Borated Talcum Powder ..... 3c  
King's 200 yard spool thread ..... 3c  
12 dozen agate buttons ..... 5c  
Men's Hose ..... 8c  
Ladies' Hose ..... 8, 12, 18c  
Infants' Hose ..... 5, 8, 10c

# E. V. Elder

### Long Cloth

Extra fine quality English Long Cloth, standard widths, all lengths from 3 to 10 yards actually worth 15, 18 and 20c yard. Mill and Factory Ends, sale price **8 1/3c**

WASH CLOTHS—Regulation family size, made of good quality Turkish Towels worth 8 and 10c, sale price **3c**

**RICHMOND**

All \$1.50 R & G and American Beauty Corsets \$1.24  
All \$1.00 R & G and American Beauty Corsets 89c

**KENTUCKY**